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**ENVIRONMENTAL EDUCATION AS A TOOL OF DEVELOPMENT OF TOURISM
IN THE CZECH REPUBLIC**
**(ЭКОЛОГИЧЕСКОЕ ОБРАЗОВАНИЕ КАК ИСТОЧНИК РАЗВИТИЯ ТУРИЗМА
В ЧЕШСКОЙ РЕСПУБЛИКЕ)**

Обосновывается значение экотуризма не только как формы поддержки экосистем, но и как инструмента социально-экономического развития территорий. Экологическое образование в Чехии имеет давние устойчивые традиции. На примере реализации уникального проекта EDEN – Сосредоточие Зеленых знаний в городе Бистришце – автор рассматривает способы участия местных жителей в организации экологического туризма, приводит примеры реализации государственных программ.

Ecotourism is a form of tourism involving visiting fragile, pristine, and relatively undisturbed natural areas, intended as a low-impact and often small scale alternative to standard commercial (mass) tourism. Its purpose may be to provide funds for ecological conservation, to directly benefit the economic development and political empowerment of local communities, to foster respect for different cultures and for human rights or educate the traveler (Honey 2008).

We can find many definitions of ecotourism, so the definition of ecotourism is not uniform, but usually includes expressions such as: responsible travel, visiting natural areas, economic benefits for local people, respect for the natural environment and culture, nature protection and it is related to studies or education. It also includes the promotion of recycling, energy conservation and creation of economic opportunities for local communities. Ecotourism gives tourists the opportunity to support local people, enjoy nature and appreci-

ate its beauty (Development.upol.cz, 2008).

Apart from the fact that ecotourism maximally respects for the environment, it also aims to educate visitors in the thematic area of sustainable development (Artslexikon.cz, 2013).

Environmental education leads to thinking and acting which is consistent with the principle of sustainable development, a sense of responsibility for maintaining the quality of the environment and its individual components and respect for life in all its forms (Česko, 1992).

Environmental education has in the Czech Republic long tradition. The interest in the conceptual support of environmental education has become much more noticeable in the end of nineties. The basic point was the admission of the basic strategic document providing long term development of environmental education in the Czech Republic – The state program of environmental education in the year 2000.

The document shortly introduces readers to the issues and defines the necessary terminology. It moves the concept of the educational process from the plane of ecology as a science of relationships between organisms and the environment to the environmental level, where the points are basic system connections in the context of accelerated anthropocentric influence of the natural environment. It sets goals, tools and tasks divided by the target groups (Mzp.cz, 2012).

The improvement the environment was one of the highest priorities of our government in the process of admission of the Czech Republic into the European Union.

The Government was aware that the permanent care of the environment was closely linked with the state of environmental awareness and education of residents and sought to Czech Republic become a full partner meeting the entry requirements of the European Union.

In the environmental education of the public participate government institutions in the field of

Environment (MoE (MINISTRY OF ENVIRONMENT), district offices, administration NP and PLA) and some other institutions, such as universities, scientific institutes, medical or educational, cultural and educational facilities and more (Mzp.cz, 2000).

Bystřicko is part of the Vysočina Region and is comprised of 34 member towns and villages with 20,163 inhabitants. It is located in the north-eastern tip of the Czech Moravian Highlands, known for their exceptional rough beauty, their abundance of rivers, creeks and dams, and unique flora and fauna.

The region belongs to the drainage basin of the Black Sea, and the entire region is drained by the river Svratka with its tributaries. Whilst exploring these rivers by foot or boat, you will find many preserved castle ruins. Further, the dominant water feature of the Bystřicko Region is the Vír dam which has the third-highest dam wall in the Czech Republic reaching a staggering 76.5m.

It is the perfect destination for an unforgettable holiday, especially for those looking to combine peaceful rivers and lakes with something more active. Rowing, swimming, fishing and other water-related activities will ensure good mood and a positive experience from your holiday. The Bystřicko micro-region is unique because of its location within the Svratecká Uplands natural park which is rich in natural heritage (Ec.europa.eu, 2011).

The uniqueness of this area is reflected in the fact that in 2010 won Bystřicko in the competition, which lists the European Commission and was awarded EDEN = European Destination of Excellence (Kudyznudy.cz, 2013).

The project “European Destinations of Excellence” (EDEN) launched in 2006 aims at awarding Europe’s hidden gems and helping them to uncover their tourist potential. Destinations that EDEN awards are those non-traditional, unique locations which maintained their charm, but which often remain neglected due to the popularity of commercial touristy spots. These are the places where you will not have to worry about beaches being overcrowded, waiting in long lines to enter a museum or finding a table in a restaurant. There are the places where you will be able to feel the local traditions, contemplate the serenity and purity of the scenery and enjoy all the sustainable nature and history that the destinations have to offer (European Commission Enterprise and Industry, 2011).

Czech Republic has participated in the project since 2009 and the national coordinator is the agency CzechTourism (Eden-czechtourism.cz, 2014).

The awarded destinations have not only created new value from locations in decline, they have also re-imagined local heritage, bringing it to life for a new generation and providing a catalyst for wider local regeneration. The focus on sustainable and quality-based development ensures that local inhabitants are consulted and involved in the process, protecting in local history and cultural heritage. And because EDEN destinations are non-traditional and have lower visitor ratings, the award promotes lesser-known attractions, helping to redress the imbalance in tourism flows (European Commission Enterprise and Industry, 2011).

Bystřicko fulfilled by the professional jury, the best conditions of

competition EDEN. “It is a small, undiscovered location whose attendance is below the national average. Destination respects the sustainable development of tourism. The representatives of Bystřicko are trying to maintain the current nature in the best possible condition, they are interesting in ecology, involving local people in the development of area. In addition, here is a well-functioning partnership between the city, businesses and water managers and conservationists”, says general manager EDEN project in Czech Republic Hana Fojtáčová. (Bystricenp.cz, 2010).

After eight years of preparation the town Bystřice nad Pernštejnem started implementation of a unique project EDEN – Centrum of green knowledge. It is one of two strategic projects of Vysočina region. The project is also unique on the European scale – the closest similar center in the UK (Edencentre.cz, 2012).

The long-term project has three partners: the city Bystřice nad Pernštejnem, Higher Vocational School, Secondary schools of agro-technical Bystřice nad Pernštejnem and ECEAT (European Centre for Ecology and Tourism). The aim is to have the unique center of sustainable tourism, knowledge and education create in the European context which will further promote and strengthen the position of the city as a great European destination and Vysočina Region.

In March 2006, the three partners signed a so-called memorandum of understanding. It was the first document, in which was the idea of the Centre formulated (Edencentre.cz, 2012).

In this document were identified the main branches of centre of green knowledge which are: green tourism, renewable energy, non-food and organic farming. "Other aims of the Centre is to collect and provide training and information about these branches to all interested persons, to motivate the public administration and local authorities to implement these perspective methods and technologies into practice, to initiate and develop in these branches the necessary research and development tasks and participate in their practical solutions and ultimately operate model examples and operational applications in these branches.

They expect that this project, exceptionally even in the European context, will bring for Bystřice at least 50,000 visitors a year and thereby contributes to the prosperity of the city, its residents and entire region. There will be created at least 5 new job positions in the Centre. They also expect to significantly improve conditions for the practical education of the young generation in our city and the school will strengthen its position in today's stiff competition.

Bystřice n.p. has a unique position in the Czech Republic and

Europe in fields of study related to environmental technologies, renewable energy, friendly tourism. The center will include.

Farmyard (now Eden Farm – described below) – will be completely renovated for exhibition of agricultural equipment, demonstrations wood and iron, green pharmacy, a wine cellar, samples the manor living, a small brewery and a seminar room.

There will be created replica of folk village living with displays of folk crafts – building of a potter, a beekeeper, a mill, a working farm, yard animals and more near the farm.

Contrast will be will futuristic glass pyramid building full of modern technologies for housing and other interesting exhibits in terms of the technology park will hippotrail and sets of traditional fruit trees of Vysočina will be follow, there will be repaired the farm buildings for horse stabling and other large farm animals for the use of the school.

Everything will be interactive and it will encourage visitors to the game – "touch, try and participate in" (Centrum zelených vědomostí, 2006).

The Eden Farm – the first part of the project of Centre – was es-

tablished in September 2012. It is located – as the whole Centrum of green knowledge – in the old farmhouse of agricultural school, which was the small chateau of family Mitrovský. Cattle, pigs, goats and sheep, growing potatoes can be found there and they prepare the other products. There is also the riding stable for public (Eden-farma.cz, 2013).

Farm Eden provides animals and plants the best conditions to offer the highest quality of products. You can buy potato salad, side-dish, castle and feed for animals, the menu includes homemade egg (Kudyznudy.cz, 2013).

In September 2013, there was held the event called The festival of potatoes. This was an ideal destination for families with children, which provided the special encryption potato game, kids' potato playground, horse riding, baking potatoes in the fire, and there were plenty of cruise attractions (Kudyznudy.cz, 2013).

This event also served as the opening ceremony of the reconstruction of the farm and the Center of green knowledge. This despite the chilly weather awoke the interest of many people (Televizevysočina.cz, 2013).

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POSSIBILITIES OF ADVENTURE TOURISM IN ECOTOURISM OF THE CZECH REPUBLIC (РЕСУРСЫ ПРИКЛЮЧЕНЧЕСКОГО ЭКОТУРИЗМА В ЧЕШСКОЙ РЕСПУБЛИКЕ)

Дается определение приключенческого туризма и его дифференциация по нескольким направлениям, рассматриваются примеры приключенческого туризма, соответствующие нормам и правилам экологического туризма в Чешской республике, и перспективы их развития.
